

Optimizing the Value of Your Information

Operational Data Quality Applied

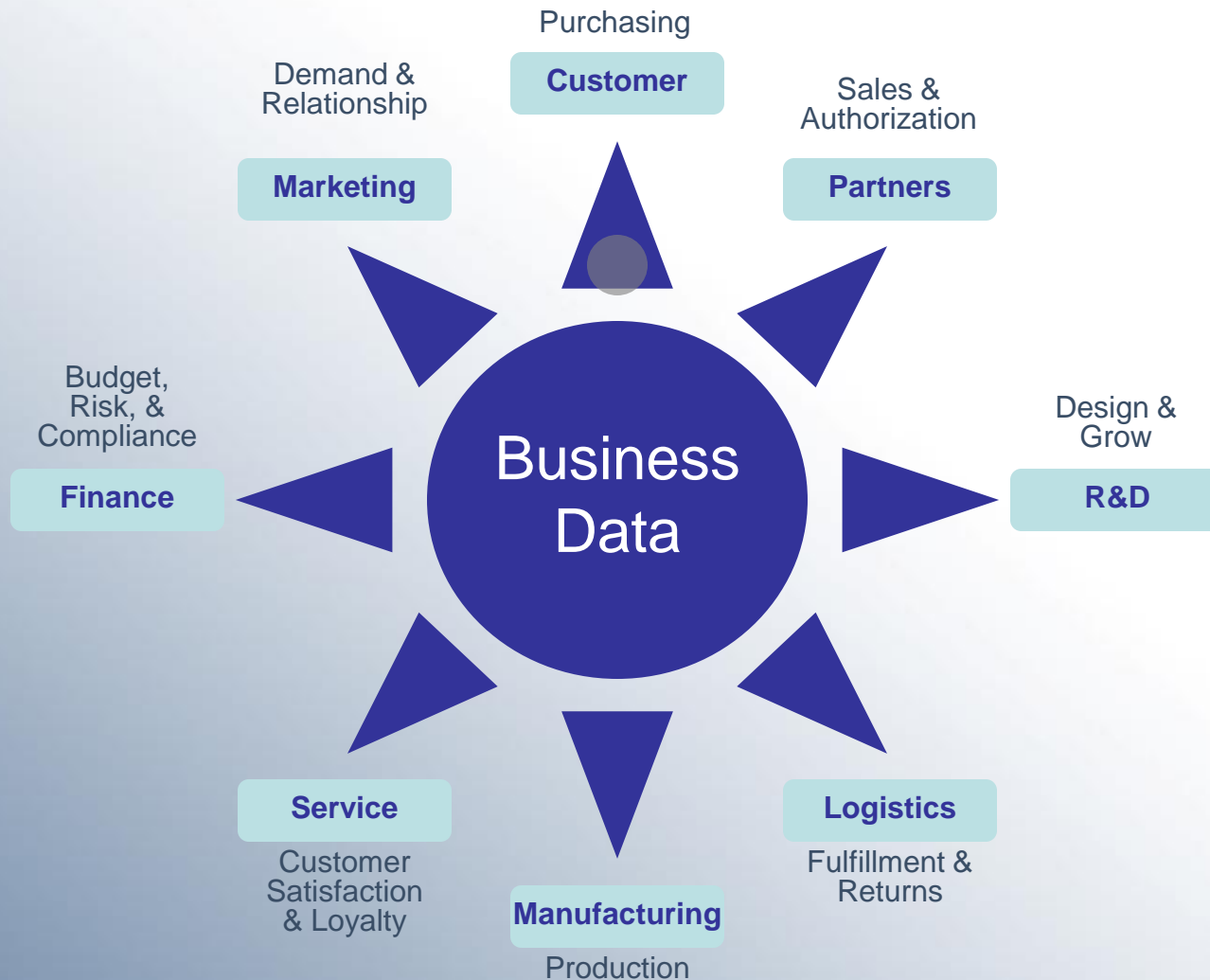


- What is Operational Data Quality?
- Why Operational Data Quality?
- How to Implement Operational Data Quality

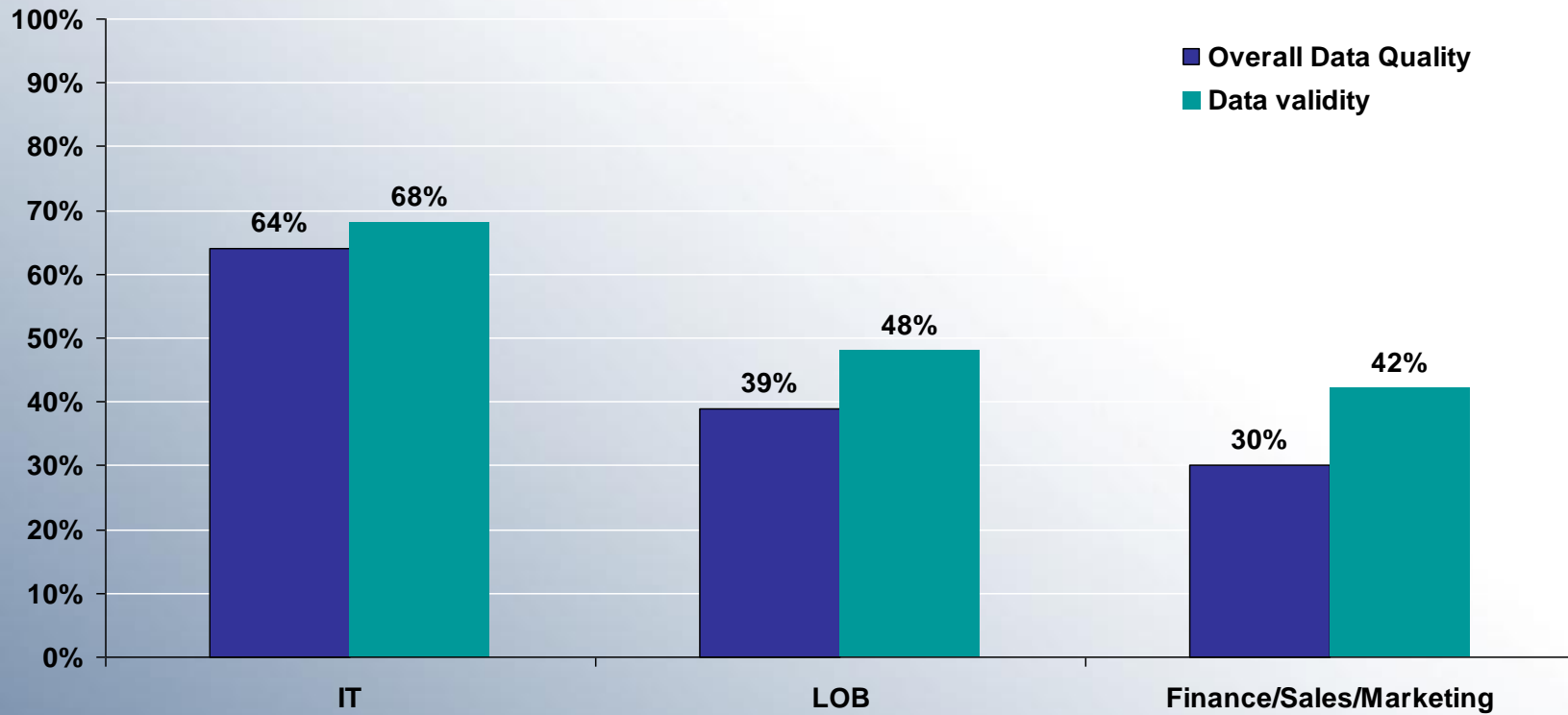
Data Quality services applied real-time or near real-time within operational processes to increase revenue, reduce cost, streamline resources, and remove risk.

- The missing link in Business Process Management
 - Today, the right hand (business process) doesn't know what the left hand (data quality) is doing
 - Optimized business processes won't achieve potential without optimized information

Your business eco-system is tied to the value of your information



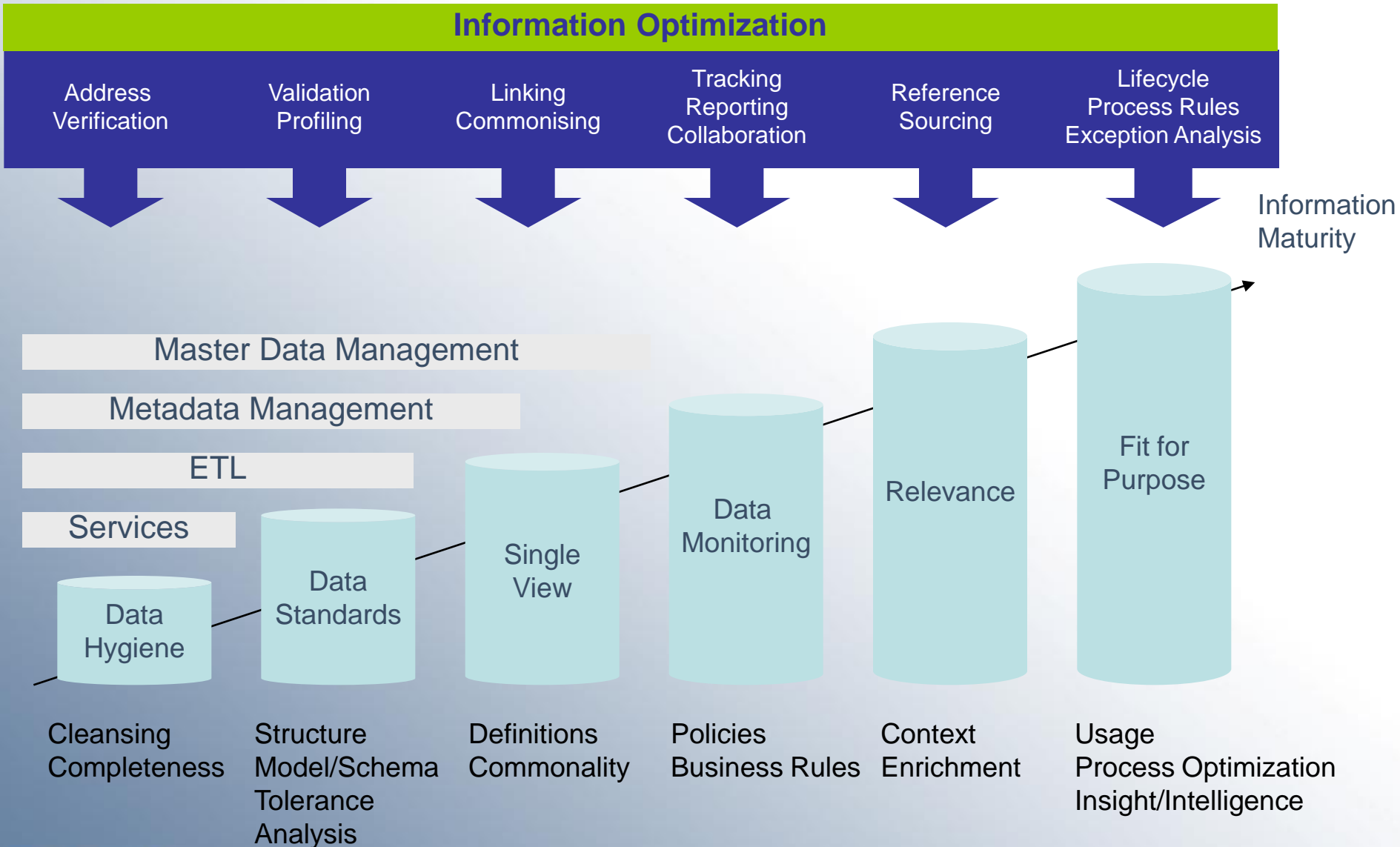
Define success up-front

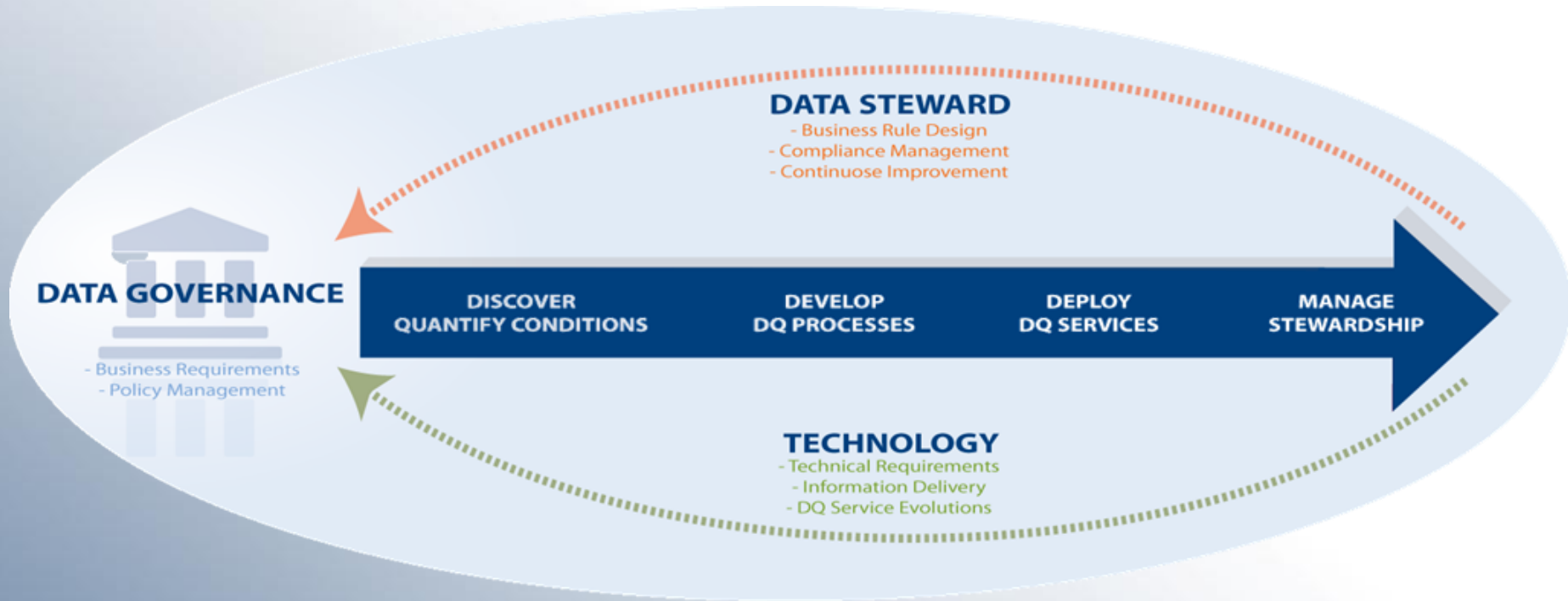


Source: Forbes Insight 2010
Managing Information in the Enterprise: Perspectives for Business Leaders

Information Maturity Model:

Information Optimization is Key to Business Process Management





REQUIREMENTS:

- Single solution for all data types
- Collaborative Platform for Business & IT
- Role-specific functionality and capabilities
- Reusability & Automation

Discover: Create a baseline and assess data quality at all data interaction points



Collect

Store

- Where is data collected?
- What are your critical data elements?
- What controls are in place?
- Do controls change?



Create

Improve

- How does data change?
- What data is system or process generated?
- What data enrichment happens?
- What data provides context?
- What data is referenced?



Consume

Decide

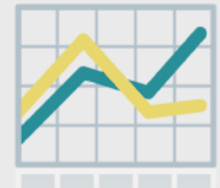
- How is data use?
- Who uses the data?
- What is the confidence needed?
- What data is compared?

Defining Value

- **Information Definition** – Attributes that make a critical record and that improve a critical record for extended value within or across processes.
- **Business Impact** – The financial gain, risk, or efficiency achieved through information value compliance
- **Current State** – The measure of records that have achieve information value compliance
- **Benchmark** – The measure of information value compliance to achieve

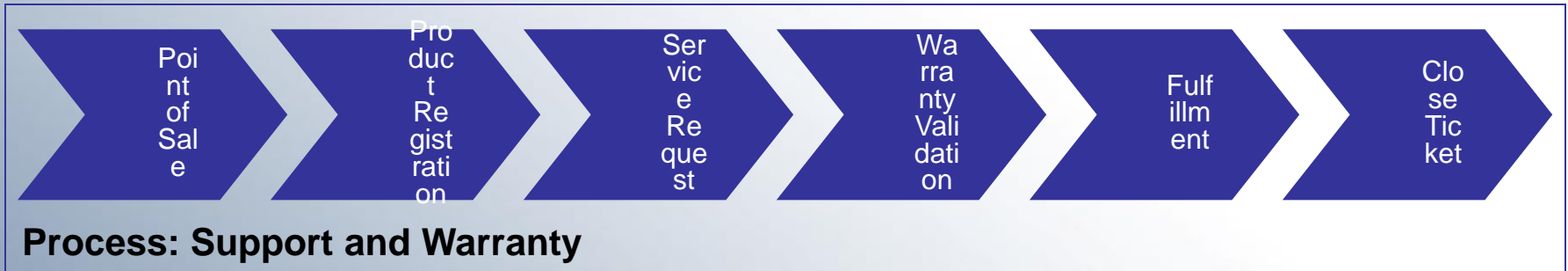
Quantify

- **Value Score** – Information that is 100% value compliant across all measures
- **Accuracy** – Meets validation and standardization rules at the attribute and record level
- **Completeness** – All required attributes exist and are available for use
- **Uniqueness** – Master records are unified for consistency
- **Context** – Record has attributes to drive insight and decisions
- **Lifecycle** – Info is timely and relevant for use



Discover: Understand the context of your data

Data point of collection and creation



Application and Reporting Systems

**Who uses the data?
What data is important?
How is data used?**

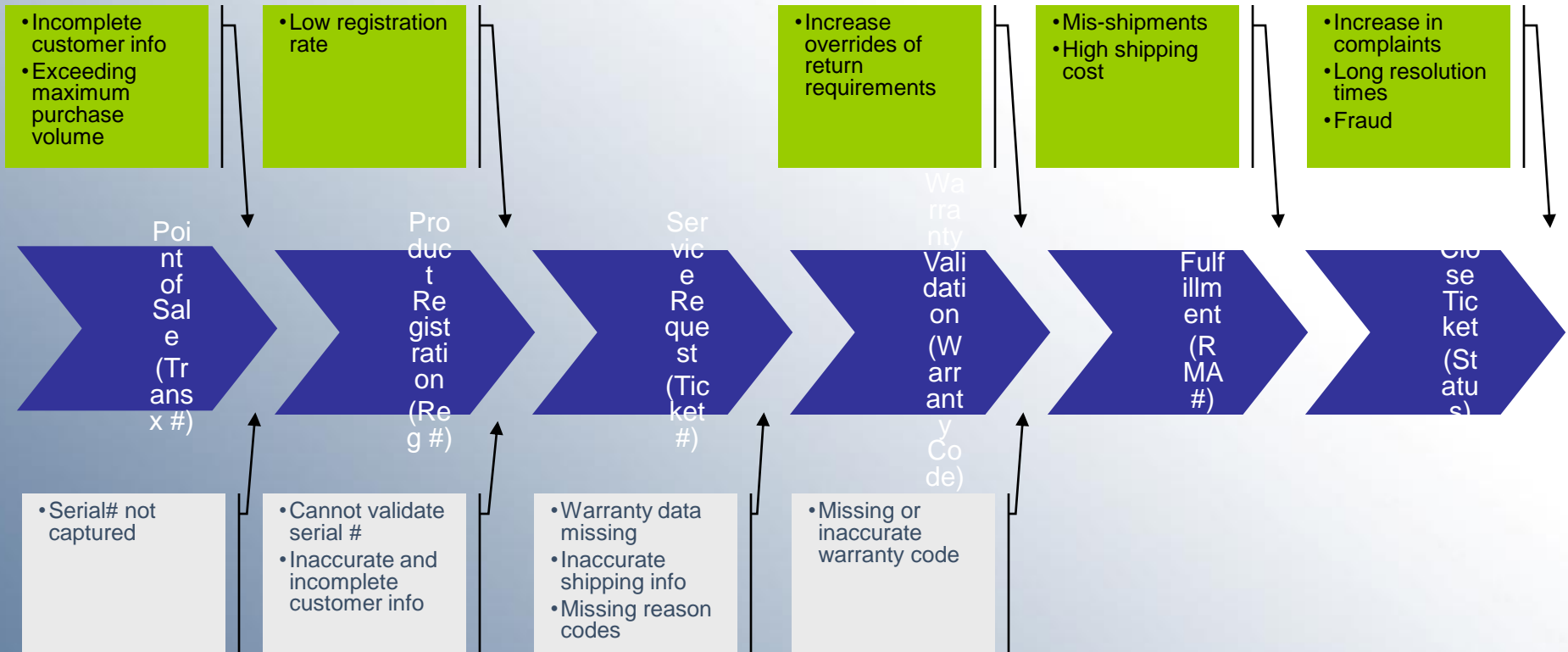
Develop: Pin-point gaps and risk to your business due to data issues

Direct Business Impact:

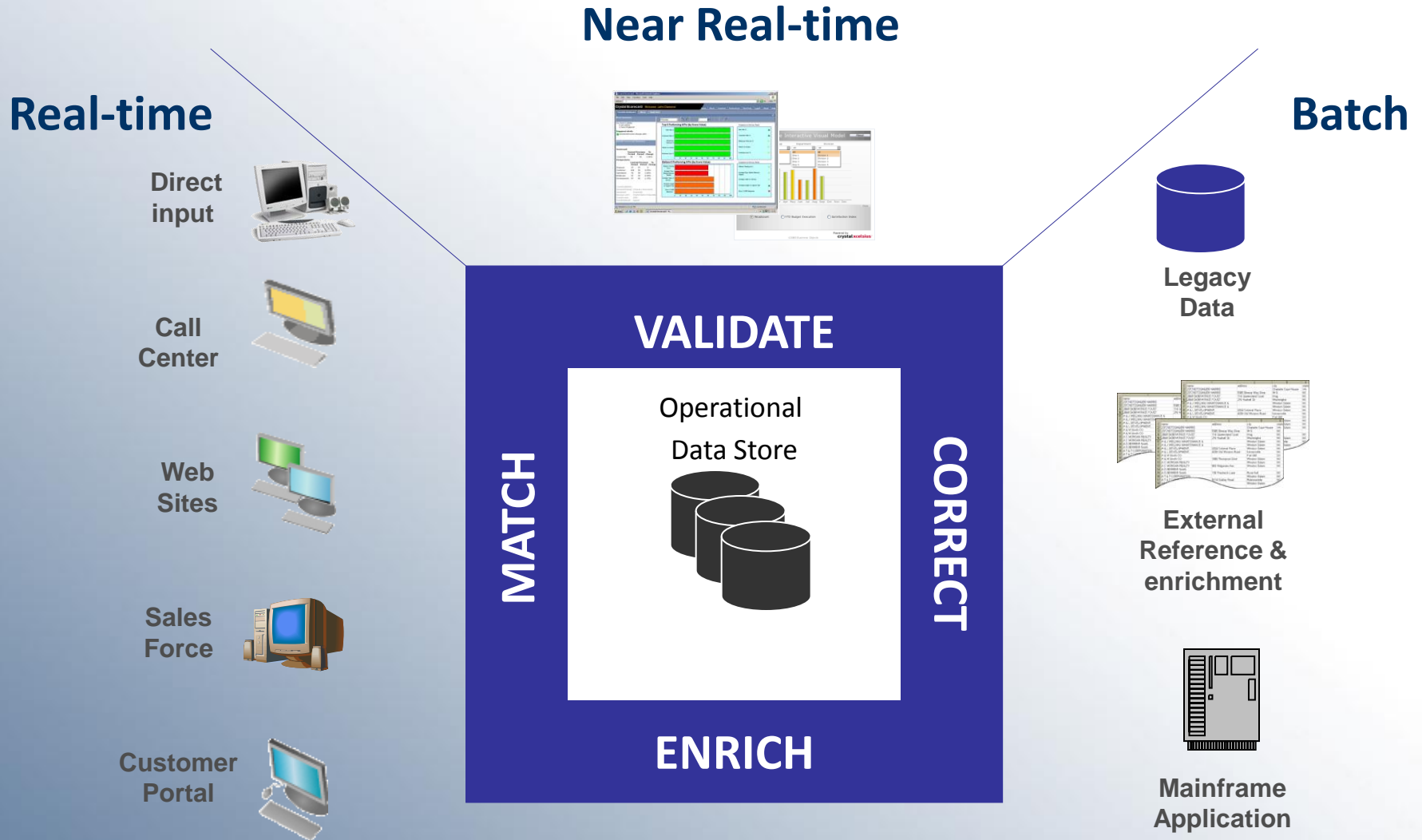
- Low satisfaction
- High cost to serve
- High return cost
- Loss of revenue
- Fraud

In-direct Business Impact:

- Loss of future cross-sell and up-sell revenue
- Maintaining loyalty – high customer turn-over



Deploy a best-fit model to address data quality issues



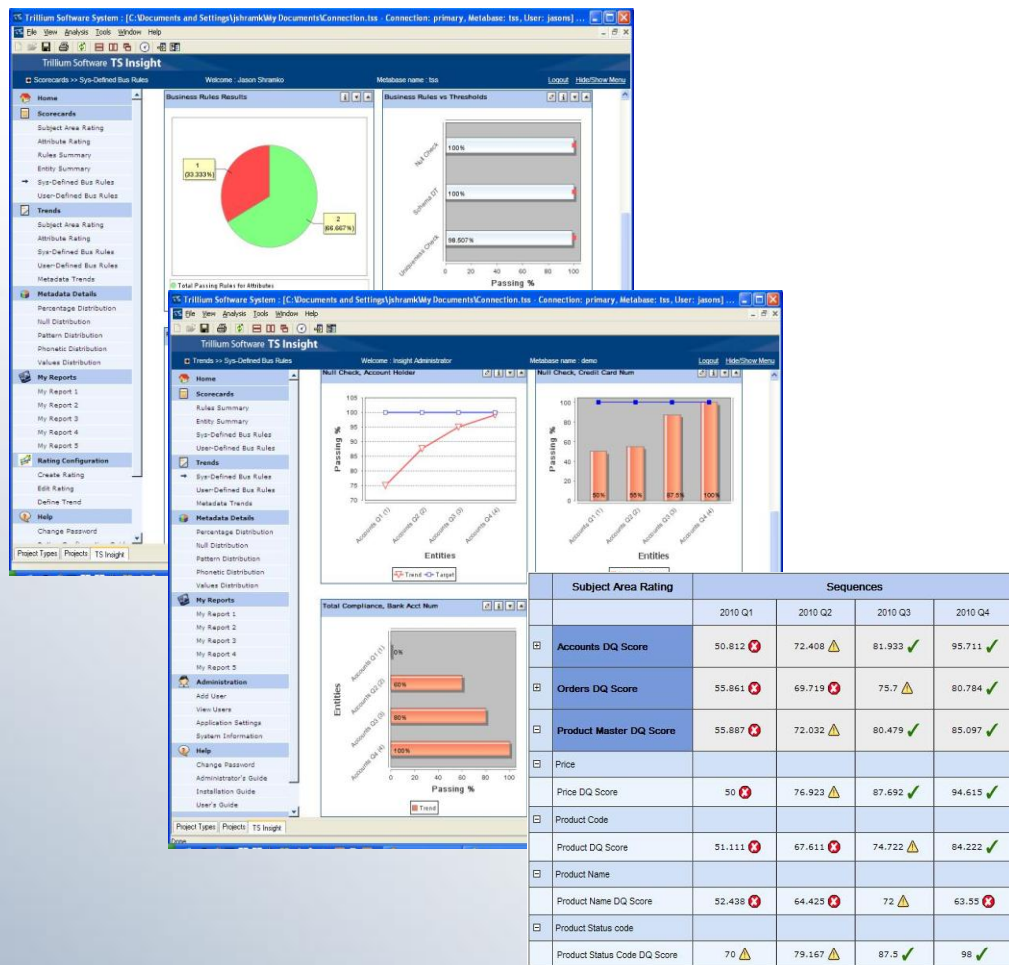
Manage: Visualize data quality improvements

Core Elements of Your Dashboard

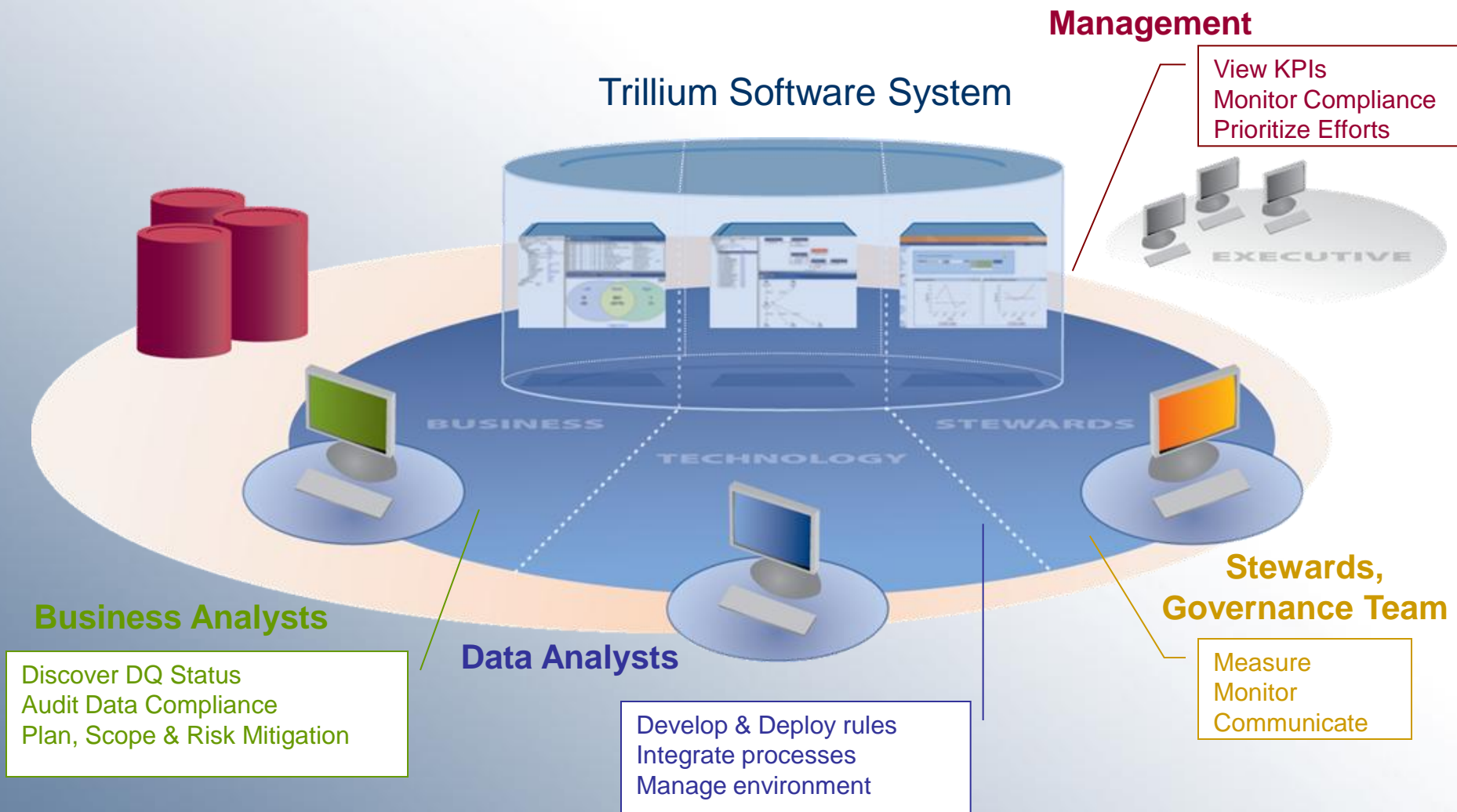
- Definition of critical and non-critical attributes
- Business impact
- Current state
- Desired state

Views

- Executive – business impact
- Operational – performance trends and systems
- Steward – policy and attribute conditions



Manage operational data quality on-going through Data Governance



Manage and improve data quality as soon as it enters the organization and at any point of change or update in its lifecycle.

- Data Quality in your operational applications is a must
- Poor data quality is a result of a poor process
- Apply data quality improvements as early as possible
- Apply key data quality processes to ensure accurate, complete and consistent data